

# Local/Public Notice

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# Local invention safeguards privacy

By Amanda Geannacopulos

Sitting at your computer with your cup of coffee, you casually hit the delete button thinking all your secrets are now lost in a vast world of cyberspace. Yet, some people discover that they were very wrong. Software engineer Lawrence Schwarcz decided this problem needed a fast solution.

Schwarcz's company, DiskStruction, has invented the DiskStroyer, a 100% reliable way to permanently erase the private information on your hard drive. The DiskStroyer is a do-it-yourself kit compiled with all the tools and detailed, step-by-step instructions needed to disassemble and destroy any hard drive. It is perfectly designed so that anyone can safely do it, even while at home on top of your kitchen table. This patent-pending product costs \$29.97 and is said to be the only one of its kind out there.

When most computer owners desire to get rid of their old hard drives, a few popular methods are used. They take it to a store to be disposed of, or use unconventional ideas such as running over it with a car or hitting it with a hammer. There are even programs that claim they will thoroughly wipe all the information from your hard drive, yet if there is one small defect in that program it will be completely ineffective.

None of these methods have a reliable success rate and they leave recoverable data, like stocks, taxes, and bank accounts, for hackers to retrieve. Some businesses, such as DriveSavers Data Recovery in Novato, make a living retrieving data from what people thought were destroyed hard drives.

In an interview with Schwarcz, he said, "There is a big



After

Before

difference between low chance and zero chance." Consumers have no reason to take a chance that someone else will steal their important information when there is a way they can feel entirely safe.

Computer hacking is constantly growing, and without a securely erased hard drive, people can become thousands of dollars in debt. According to Schwarcz, identity theft went up 22% from 2007 to 2008 and affected ten million people in the United States. DiskStroyer is a full-proof way to be sure you don't join the millions of people in that category.

Deleting information from your computer can be a mysterious, and expensive process, but at [www.diskstroyer.com](http://www.diskstroyer.com) you will see that it can be a simple and pain free experience. You can visit Lawrence Schwarcz's product and learn about how DiskStroyer can become your hard drive's hero.

Amanda is a senior at SJSU, working on her advertising major and business minor. She has lived in the Los Gatos/Campbell area all her life. She plays soccer in her free time.